

## Noise OFF, serenity ON: NEULAND from OBJECT CARPET (embargo period 12.11)



Photo: OBJECT CARPET – NEULAND

**Please note that there is an embargo on publication of the content until 12 November 2025.**

*For rooms infused with clarity, coherence and calm: **OBJECT CARPET** has developed a new collection together with the renowned design studio Ippolito Fleitz Group. **NEULAND** is a versatile, modular system for a wide range of applications. It combines architectural impact and pioneering material innovation – being made from just two materials and therefore fully recyclable – and employs design to create spaces sustainably and responsibly.*

### **Subdued elegance**

With **NEULAND**, **OBJECT CARPET** and the Ippolito Fleitz Group are giving expression to a widespread longing: to counter the fast pace and volatility of the present day with subdued elegance – combined with the good conscience of having made a

sustainable decision. “**NEULAND** comprises flexible, recyclable textile solutions for creating rooms with a concentrated, calm atmosphere,” says Daniel Butz, Managing Director of OBJECT CARPET, which operates out of Denkendorf, Germany. “Sophisticated design standards and a circular approach have been combined to produce a collection that meets the sensibilities and needs of our time.” One important component is the groundbreaking DUO technology, which joins a robust, dimensionally stable structure with a visible textile surface. This results in durable, reusable carpet solutions that are both environmentally sound and aesthetically pleasing.

## Visionary and progressive

The name “Neuland,” meaning new territory, does not refer to the unknown but to new beginnings, transformation and new paths in design and materiality. The individual product names – **FLUX<sup>DUO</sup>**, **MATRIX<sup>DUO</sup>**, **HELIX<sup>DUO</sup>** and **PARADOX<sup>DUO</sup>** – embody this attitude without defining specific styles. Instead, they open up spaces for inspiring conceptions and design visions. The visual worlds created to accompany them provide the perfect visual expression of this approach. Soft, organic shapes meet flowing mirrors and shimmering silver surfaces. They appear both futuristic and open to interpretation, creating spaces with character and depth.

## Fluffy precision

The high-pile **HELIX<sup>DUO</sup>** is the collection’s haven of peace. Gentle to the touch and structured in composition, the exceptionally soft, cut surface invites you to sink right into it. The spiral yarn construction creates subtle two-tone colors, lending the carpet vibrancy and dynamism with a natural depth effect. High sound absorption and dampening of footstep sound also make **HELIX<sup>DUO</sup>** ideal for offices, sales rooms and private retreats.

## Movement and serenity

Meanwhile, **FLUX<sup>DUO</sup>** produces an effect resembling a textile landscape: it diffuses naturally throughout the room and creates an ambience as subtle as it is stylish. The organic surface structure is reminiscent of an abstract topography, interspersed with understated color shifts and loops – ideal for zones expressing a perfect balance of clarity and softness.

## Orderly stillness

**MATRIX<sup>DUOO</sup>** brings order to open spaces. The abstract woven pattern with its subtle grid stands out with changing loop heights and finely coordinated color gradients. A minimalist design with pronounced character is the result. The dense, compact surface guarantees the necessary durability for everyday use, while the clear grid guarantees structure and order. These features make **MATRIX<sup>DUOO</sup>** the perfect choice for anyone who appreciates visual tranquility.

## Strong and silent

**PARADOX<sup>DUOO</sup>** reduces textile flooring to its aesthetic essence. The almost monochrome look and a multitude of light, finely speckled nuances create surfaces with a quiet presence in a wide variety of environments. The restrained character of the design is based on inner strengths: **PARADOX<sup>DUOO</sup>** is robust, acoustically effective and stylishly commanding – making it predestined for rooms where the primary gesture is reduction.



HELIX<sup>DUOO</sup>

OBJECT CARPET





HELIX<sup>DUOO</sup>

OBJECT CARPET



MATRIX<sup>DUOO</sup>

OBJECT CARPET





FLUX<sup>DUOO</sup>

OBJECT CARPET



FLUX<sup>DUOO</sup>

OBJECT CARPET





PARADOX<sup>DUOO</sup>

OBJECT CARPET



PARADOX<sup>DUOO</sup>

OBJECT CARPET



## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas".

The use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first completely circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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